

## Message Text

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PAGE 01 HONG K 01909 01 OF 04 250438Z

12

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 /033 W

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R 250155Z FEB 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 3913

UNCLAS SECTION 1 OF 4 HONG KONG 1909

E.O. 11652: N/A

TAGS: BEXP, BFOL, HK

SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 1976

REF: HK 1615

1. FOLLOWING IS HONG KONG CCP FOR FY 1976:

### OVERVIEW

PRINCIPAL COMMERCIAL GOALS OF UNITED STATES IN HONG KONG ARE:

- (A) TO CONTINUE TO REDUCE LARGE BILATERAL TRADE DEFICIT WITH HONG KONG THROUGH INCREASE IN U.S. EXPORTS.
- (B) TO FACILITATE USE OF HONG KONG AS REGIONAL CENTER FOR U.S. FIRMS IN ASIA AND AS BASE FOR DEVELOPING TRADE WITH PEOPLE'S REPUBLIC OF CHINA.
- (C) TO PROMOTE TOURISM TO U.S.A.
- (D) TO PROMOTE INVESTMENT IN U.S.

HONG KONG APPEARS LIKELY TO CONTINUE ITS FREE-PORT ROLE. COMMONWEALTH PREFERENCES ARE BEING PHASED OUT. OUR ONLY SIGNIFICANT COMMERCIAL POLICY PROBLEMS WITH COLONY ARE HONG KONG EXPORTS TO U.S. OF IMPORT-SENSITIVE TEXTILES AND QUESTION OF WHAT, IF ANY, PREFERENCES IT WILL BE ACCORDED IN A U.S. GENERALIZED SYSTEM OF PREFERENCES.

HONG KONG'S TRADE PATTERNS CHARACTERIZED BY CONCENTRATION BOTH IN PRODUCT LINES SUCH AS TOYS AND TEXTILES, AND DESTINATIONS, SUCH AS U.S. AND JAPAN.

THEY ARE THEREFORE VULNERABLE TO WIDE FLUCTUATIONS IN SALES. HKG ENCOURAGING PRODUCT UPGRADING AND

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MARKET DIVERSITY. CURRENT HIGH UNEMPLOYMENT IS

REFLECTION OF REDUCED ORDERS FROM THESE COUNTRIES. REALIZING THAT NEW GENERATION OF MORE SOPHISTICATED MANUFACTURING PROCESSES IS ESSENTIAL TO CONTINUED GROWTH, HKG ACTIVELY SEEKING INVESTMENT AND PROCESSES IN MEDIUM AND HIGH TECHNOLOGY RANGE AS WELL AS DESIGN, ENGINEERING, AND MANAGERIAL KNOW-HOW. INCREASES IN SALES OF GOODS AND SERVICES IN MAJOR PROJECT AREAS ARE ANTICIPATED.

THE TOTAL DEPENDENCE OF HONG KONG ON OUTSIDE SOURCES FOR RAW MATERIALS AND ENERGY SOURCES PLACES ECONOMY IN VULNERABLE POSITION. THIS MEANS THAT PLANS FOR PURCHASES OF RAW MATERIALS, SUPPLIES, AND CAPITAL EQUIPMENT OFTEN CHANGE OVERNIGHT TO ACCOMMODATE SHIFTING SUPPLY AND MARKETING PATTERNS. ACCORDINGLY, POST MUST BE PREPARED TO SHIFT MARKET PROMOTION PLANS TO MEET NEW SITUATIONS.

U.S. EXPORTS TO HONG KONG ROSE BY 56 PERCENT IN 1973 TO U.S. 720 MIL. DOLLARS. HONG KONG'S IMPORTS FROM ALL OTHER SOURCES ROSE BY 45 PERCENT, WHILE THE U.S. SHARE OF THE MARKET INCREASED FROM 11.9 TO 12.8 PERCENT. OUR TRADE DEFICIT WITH HONG KONG (WHICH HAD BEEN GROWING BY ALMOST U.S. \$100 MILLION PER ANNUM SINCE 1967), WAS IN 1973 \$66 MILLION LESS THAN IN 1972. TRENDS THUS FAR IN 1974 INDICATE THAT THIS TYPE OF IMPROVEMENT WILL CONTINUE. DURING JANUARY-APRIL, 1974, TOTAL HONG KONG IMPORTS WERE UP 48.6 PERCENT WHILE IMPORTS FROM THE U.S. INCREASED 60.2 PERCENT. LARGE U.S. DEFICIT IS NATURAL FEATURE OF BILATERAL TRADE ACCOUNT WITH HONG KONG BECAUSE HONG KONG ENGAGES PRIMARILY IN LIGHT INDUSTRY AND NOT, THEREFORE AS A RULE, GOOD MARKET FOR MOST COMPETITIVE U.S. GOODS SUCH AS HEAVY EQUIPMENT. DEFICIT IS NOT ATTRIBUTABLE TO BARRIERS AGAINST U.S. EXPORTS OR SIGNIFICANT LACK OF EFFORT ON PART OF U.S. INDUSTRY TO SELL PRODUCTS IN HONG KONG. SINCE 1972 DEFICIT HAS BEEN REDUCED HOWEVER BY VIGOROUS U.S. GOVERNMENT ACTIONS DIRECTED AT IMPROVING TRADE BALANCE, INCLUDING EXPOET PROMOTIONS SUCH AS AMERICAN FORTNIGHT. HKG HAS RECENTLY SIGNED CONTRACTS WITH U.S. FIRM FOR CONSTRUCTION OF A POLYSTYRENE PLANT, AND PLANS FOR SEVERAL NEW PROJECTS, SUCH

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AS CONSTRUCTION OF POLYESTER PLANT AND NUCLEAR POWER PLANT ARE UNDER CONSIDERATION. IN ADDITION, WITHDRAWAL OF JAPANESE CONSORTIUM FROM PROPOSED H.K. MASS TRANSIT SYSTEM HAS OPENED UP NEW POSSIBILITIES FOR U.S. FIRMS.

#### SUMARRY OF PROGRAM ACTIVITIES

##### 1. PRODUCT CAMPAIGN

##### 1.1 BUSINESS EQUIPMENT AND SYSTEMS

IN FY 76 EFFORTS WILL BE DIRECTED TOWARD MAINTEN-  
ANCE AND EXPANSION OF CONTACTS DEVELOPED THROUGH VERY  
SUCCESSFUL IS BEX '73 AND REPORTING ON TRADE OPPOR-  
TUNITIES WHICH ARISE. THE MAJOR CAMPAIGN ACTIVITY  
WILL BEGIN WITH A CATALOG SHOW IN SEPTEMBER 1975  
AND CONTINUE AS A PART OF THE AMERICAN FORTNIGHT IN  
OCTOBER 1975.  
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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 /033 W

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R 250155Z FEB 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 3914

UNCLAS SECTION 2 OF 4 HONG KONG 1909

E.O. 11652: N/A

TAGS: BEXP, BFOL, HK

SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 1976

REF: HK1615

EXPECTED RESULTS:

100 NEW U.S. FIRMS INTRODUCED TO THE HONG KONG MARKET;  
5 AGENCY AGREEMENTS SIGNED; 20 TRADE OPPORTUNITIES  
GENERATED; 50 ARTICLES PUBLISHED IN MEDIA; 15 BUYERS  
TO N.Y. SHOW; \$1 MILLION INCREMENTAL EXPORTS.

1.2 PRINTING AND GRAPHIC ARTS EQUIPMENT

FY 76 PROMOTION WILL BE DIRECTED TOWARD MAIN-  
TENANCE AND EXPANSION OF CONTACTS DEVELOPED THROUGH  
THE CATALOG SHOW HELD IN JULY 1974 AND HONG KONG  
PRINTERS' ASSOCIATION VISIT TO CHICAGO AREA IN  
NOVEMBER 1974. PROMOTION WILL BE CONTINUED DURING  
AMERICAN FORTNIGHT IN OCTOBER 1975. THERE WILL BE  
TRADE MISSION IN DECEMBER 1975 DEVOTED TO GRAPHIC  
ARTS EQUIPMENT. PRODUCTS TO BE EMPHASIZED ARE:

- (1) LETTERPRESS PRINTING MACHINES;
- (2) OFFSET OR PHOTOLITHOGRAPHIC MACHINES, AND

(3) SPECIAL TYPES OF PRESSES FOR FLEXOGRAPHIC,

GRAVURE AND SILK-SCREEN PRINTING.

CONGEN WILL ARRANGE PLANT VISITS FOR EACH OF TRADE MISSION MEMBERS SHWEREBY HE CAN MAKE SUGGESTIONS FOR NEW EQUIPMENT TO INCREASE PRODUCTION EFFICIENCY.

HONG KONG PRINTERS HAVE ALSO EXPRESSED CONTINUED INTEREST IN VISITING U.S. PRINTING ESTABLISHMENTS TO SEE LATEST EQUIPMENT IN OPERATION.

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EXPECTED RESULTS:

100 NEW U.S. FIRMS INTRODUCED TO THE HONG KONG MARKET; 7 AGENCY AGREEMENTS SIGNED; 10 TRADE OPPORTUNITIES GENERATED; 50 ARTICLES PUBLISHED IN MEDIA; 10 BUYERS TO CHICAGO SHOW; \$50,000 INCREMENTAL EXPORTS.

1.3 ELECTRONIC COMPONENTS

EFFORTS WILL BE MADE TO SUSTAIN OR INCREASE THE EXISTING LEVELS OF ELECTRONIC COMPONENT SALES BY EMPHASIZING HIGH TECHNOLOGY AND HIGH RELIABILITY ITEMS, AND THOSE WITH NEW TECHNOLOGY WHICH COMPETITORS ARE UNABLE TO REPRODUCE AT LOW COST. A RECOMMENDATION WILL BE MADE TO ARRANGE A U.S. GOVERNMENT-SPONSORED PROMOTION IN ORDER TO GIVE SMALLER PRODUCERS OF THESE ITEMS THE OPPORTUNITY TO PENETRATE THIS MARKET. THE POSSIBILITY OF A TYPE I EXHIBITION WILL BE CONSIDERED.

EXPECTED RESULTS:

10 TRADE OPPORTUNITIES GENERATED; RECOMMENDATIONS MADE FOR OR AGAINST FUTURE PROMOTION.

1.4 ELECTRONIC PRODUCTION AND TEST EQUIPMENT

EFFORTS WILL APPEAL TO INCREASED QUALITY-CONSCIOUSNESS ON PART OF PRODUCERS OF ELECTRONIC EQUIPMENT. TYPE I EXHIBITION WITH 30 PARTICIPANTS WILL BE HELD IN FEBRUARY 1976, EMPHASIZING FOLLOWING ITEMS: COMPONENT INSERTING MACHINES, SIGNAL GENERATORS, SOLDERING SYSTEMS, TERMINAL INSTALLING MACHINES, ENVIRONMENTAL TEST CHAMBERS, OSCILLOSCOPES, CRIMPING AND CUTTING MACHINES, FURNACES AND OVENS, MULTIPLE COIL WINDING MACHINES, INTEGRATED CIRCUITS, TRANSISTOR, DIODE AND RESISTOR TEST AND CLASSIFIER EQUIPMENT, DIEING MACHINES, SEALERS, WAFER PROBING EQUIPMENT AND BONDING EQUIPMENT.

EXPECTED RESULTS:

10 NEW U.S. FIRMS INTRODUCED TO THE HONG KONG MARKET; 10 AGENCY AGREEMENTS SIGNED; 20 TRADE OPPORTUNITIES GENERATED; 100 ARTICLES PUBLISHED IN MEDIA; \$1 MILLION INCREMENTAL EXPORTS.

1.5 BUILDING CONSTRUCTION EQUIPMENT AND SUPPLIES

CAMPAIGN ACTIVITIES WILL INCLUDE AMERICAN FORT-NIGHT EXHIBITION, CATALOG SHOW, CALLS ON BUILDING INDUSTRY FIRMS AND TRADE ASSOCIATIONS TO DEVELOP

MARKET INFORMATION, AND FOLLOWUP VISITS AFTER CATALOG  
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SHOW.

EXPECTED RESULTS:

100 U.S. FIRMS INTRODUCED TO HONG KONG MARKET; 500  
HONG KONG ARCHITECTS, CONTRACTORS AND REAL ESTATE  
FIRMS EXPOSED TO U.S. EQUIPMENT AND SUPPLIES, 10  
TRADE OPPORTUNITIES GENERATED.

1.6 PROCESS CONTROL INSTRUMENTATION

PROCESS CONTROL NEEDS OF HONG KONG MANUFACTURERS  
WILL BE RESEARCHED AS PRELIMINARY TO TECHNICAL SALES  
SEMINAR TO BE HELD IN EARLY FY 76.

EXPECTED RESULTS:

200 PERSONS IN RESPONSIBLE TECHNICAL POSITIONS BETTER  
ACQUAINTED WITH U.S. PRODUCTS, AND 10 IMMEDIATE SALES  
PROSPECTS.

1.7 PACKAGING EQUIPMENT

IN FY 76 WE WILL DEVELOP MARKETING INFORMATION  
NEEDED FOR PROMOTION IN FY 77 AND 78. ALSO, A BUYER'S  
MISSION TO THE U.S. WILL BE ARRANGED.

EXPECTED RESULTS:

100 COMPANIES INTRODUCED TO U.S. PACKAGING EQUIPMENT;  
10 TRADE OPPORTUNITIES SUBMITTED; U.S. MARKET SHARE  
INCREASED BY 5 PERCENT.

1.8 MATERIALS HANDLING EQUIPMENT

IN THE LAST HALF OF FY 1976 WE WILL BEGIN TO  
DEVELOP MARKETING INFORMATION NEEDED FOR PROMOTION  
IN FY 1977 AND 1978.

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 /018 W

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R 250155Z FEB 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 3915

UNCLAS SECTION 3 OF 4 HONG KONG 1909

E.O. 11652: N/A

TAGS: BEXP, BFOL, HK

SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 1976

REF.: HK 1615.

EXPECTED RESULTS:

A MARKET SURVEY REPORT WITH RECOMMENDATION FOR OR AGAINST A PHASED PROMOTION PROGRAM; 10 TRADE OPPORTUNITIES.

1.9 APPAREL MACHINERY

MARKET SIZE AND TRENDS WILL BE SURVEYED, AND EQUIPMENT USERS AND TRADE ASSOCIATIONS WILL BE CONTACTED TO PROMOTE TRADE MISSION. TOWARD END FY 1976 TRADE MISSION WILL BE HELD. FEASIBILITY OF AN EXHIBITION WILL BE DETERMINED.

EXPECTED RESULTS:

100 HONG KONG FIRMS EXPOSED TO U.S. APPAREL EQUIPMENT; 10 TRADE OPPORTUNITIES DEVELOPED; 15 BUSINESS CONTACTS PER MEMBER OF TRADE MISSION ARRANGED.

1.10 HOTEL AND RESTAURANT SUPPLIES AND EQUIPMENT

CAMPAIGN ACTIVITIES INCLUDE TRADE MISSION OF 7 - 10 MEMBERS, ORGANIZATION OF BUYERS' MISSION TO ATTEND INTERNATIONAL HOTEL AND MOTEL EDUCATIONAL EXPOSITION IN NEW YORK, AT LEAST FOUR BOOTHS AT AMERICAN FORTNIGHT EXHIBITION IN H.K., AND SURVEY WITH RECOMMENDATIONS ON DESIRABILITY OF FURTHER PROMOTION.

EXPECTED RESULTS:

100 NEW USERS, AGENTS AND DISTRIBUTORS EXPOSED TO UNCLASSIFIED

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U.S. EQUIPMENT SUPPLIES; 10 NEW U.S. SUPPLIERS INTRODUCED TO MARKET; 10 NEW TRADE OPPORTUNITIES DEVELOPED; FEASIBILITY OF FURTHER PROMOTION DETERMINED.

1.11 RETAIL STORE EQUIPMENT AND SYSTEMS

CAMPAIGN ACTIVITIES WILL CONSIST OF MODEL STORE AT THE AMERICAN FORTNIGHT EXHIBITION IN HONG KONG, ORGANIZATION OF BUYERS' MISSION TO SMI CONVENTION IN DALLAS, AND DEVELOPMENT OF MARKET INFORMATION ON FEASIBILITY OF FURTHER PROMOTION.

EXPECTED RESULTS:

200 USERS OF RETAIL STORE EQUIPMENT INTRODUCED TO U.S. LINES; 10 TRADE OPPORTUNITIES GENERATED; RECOMMENDATIONS FOR OR AGAINST FURTHER PROMOTION.

1.12 MARINE, HARBOR AND DOCK EQUIPMENT

FIRST YEAR OF CAMPAIGN WILL DEVELOP MARKETING  
INFORMATION REQUIRED TO DETERMINE WHETHER PROMOTION  
IS WARRANTED - AND IF SO, HOW - IN FY 1977 AND 1978.

EXPECTED RESULTS:

REPORT WITH RECOMMENDATIONS.

2. OTHER PRIORITY PROJECTS

2.1 AMERICAN FORTNIGHT

AMERICAN FORTNIGHT PROMOTION IN OCTOBER OF 1973  
AND OTHER PROMOTIONAL EFFORTS CONTRIBUTED TOWARD AN  
INCREASE OF U.S. SHARE OF HONG KONG'S IMPORTS. WHILE  
OVER THE PAST FEW MONTHS, OTHER MAJOR COMPETITIVE  
NATIONS HAVE INCREASED VALUE OF THEIR EXPORTS TO HONG  
KONG BY 40PERCENT, U.S. HAS INCREASED ITS SALES BY 60PERCENT.  
TO MAINTAIN THIS MOMENTUM, WE ARE PLANNING A MAJOR,  
ACROSS-THE-BOARD, INDUSTRIAL AND CONSUMER GOODS AND  
SERVICES PROMOTION FOR OCTOBER AND NOVEMBER 1975.  
PREPARATION FOR FORTNIGHT HAS ALREADY BEGUN. FORTNIGHT  
EXHIBITIONS WILL INCLUDE LABORATORY AND SCIENTIFIC  
EQUIPMENT AND POWER SYSTEMS SECTIONS FOR WHICH NO FORMAL  
CAMPAIGNS HAVE BEEN DEVELOPED BUT WHICH WILL BE PROMOTED  
AS A PART OF FORTNIGHT CAMPAIGN.

3. OTHER PROJECTS

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 /033 W

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R 250155Z FEB 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 3916

UNCLAS SECTION 4 OF 4 HONG KONG 1909

E.O. 11652: N/A

TAGS: BEXP, BFOL, HK

SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 1976

REF.: HK 1615.

3.1 HONG KONG AS REGIONAL AND PRC TRADE CENTER

ALTHOUGH IT LOCATED IN HONG KONG AND MAJORITY OF TRADE PROMOTION RESOURCES FOCUSED UPON THE HONG KONG MARKET, THE CONGEN ALSO HAS RESPONSIBILITY FOR ADVISING THE U.S. BUSINESSMEN INTERESTED IN POSSIBLE TRADE WITH PRC AND FOR PROVIDING INFORMATION OF REGIONAL NATURE TO REGIONAL HEADQUARTERS OF U.S. FIRMS BASED IN HONG KONG.

FOLLOWING ACTIONS WILL BE TAKEN:

A. FACILITATE THE USE OF HONG KONG AS A REGIONAL CENTER FOR U.S. FIRMS IN ASIA.

1. BRING REGIONAL TRADE OPPORTUNITIES TO THE ATTENTION OF HONG KONG-BASED U.S. FIRMS.
2. ADVISE U.S. FIRMS WITH SELECTION OF INDUSTRIAL LAND SITES AND RELATED BIDDING PROCEDURES.
3. ENCOURAGE HONG KONG BUSINESSMEN TO ATTEND APPROPRIATE TRADE PROMOTION EVENTS AT U.S. TRADE CENTERS IN SINGAPORE AND TAIPEI.

B. MAINTAIN INFORMATION NEEDED TO ASSIST U.S. FIRMS WISHING TO EXPLORE TRADE POSSIBILITIES WITH THE PEOPLE'S REPUBLIC OF CHINA (PRC): AND FOLLOW CLOSELY DEVELOPMENTS INVOLVING AMERICAN FIRMS.

3.2 BUYING MISSIONS TO U.S.

PROMOTE BUYING MISSIONS TO U.S. BY HONG KONG

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BUSINESSMEN THROUGH PUBLICATION OF INVITATIONS, LIAISON WITH HK BUSINESS, AIRLINES AND TRAVEL AGENCIES, AND MAKING FULL USE OF USIS FACILITIES.

3.3 REPORTING ON MAJOR PROJECTS

MAJOR PROJECT REPORTING WILL INCLUDE ALL THOSE PROJECTS IN WHICH U.S. MANUFACTURES HAVE THE POTENTIAL TO SELL \$5 MILLION OR MORE IN U.S. PRODUCTS. MAJOR PROJECT REPORTING REQUIRES TOTAL POST INVOLVEMENT. PRESENTLY THE POST IS REPORTING ON AT LEAST 20 MAJOR PROJECTS IN THE COLONY. IF GOVERNMENT AND PRIVATE INDUSTRY COMPLETE THESE PLANS, PROJECTS WILL GENERATE MILLIONS OF DOLLARS WORTH OF TRADE OPPORTUNITIES. WE WILL CONCENTRATE OUR EFFORTS ON THE PROMOTION OF U.S. INTEREST WITH REGARD TO THE SIX MOST PROMISING PROJECTS.

3.4 3.4 COMPUTER OPERATION (FTI) - TRADE LIST PROGRAM

THE FIGURES LISTED BELOW REPRESENT THE APPROXIMATE NUMBER OF INDIVIDUAL RECORDS (COMPLETE DATA ON A SINGLE ORGANIZATION) TO BE CHANGED OR ADDED TO THE AUTOMATED FOREIGN TRADERS INDEX (FTI).

COUNTRY	FY1976
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HONG KONG	500
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2. DETAILED CCP CAMPAIGN WORKSHEETS AND OTHER SECTIONS WILL FOLLOW VIA AIRGRAM.

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## Message Attributes

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**Decaption Date:** 01 JAN 1960  
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**Review Authority:** ElyME  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 14 MAY 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <14 MAY 2003 by SilvaL0>; APPROVED <08 JAN 2004 by ElyME>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** COUNTRY COMMERCIAL PROGRAM FY 1976  
**TAGS:** BEXP, BFOL, HK  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006